

Kyle carter, Cody Crumling, Taylor Jones

Name-_____

Multiple Choices

1. What is Promotion?
 - A. Any form of communication.
 - B. Exchange of information.
 - C. The products maker.
 - D. All of they above
2. What is effective communication?
 - A. Any form of communication.
 - B. Exchange of information.
 - C. The product maker.
 - D. All of the above.
3. What are the two types of promotion?
 - A. Manual promotion & auto promotion
 - B. Personal promotion & auto promotion
 - C. Short promotion & long promotion
 - D. Mass promotion & personal promotion
4. What is personal selling?
 - A. In-direct communication.
 - B. Advertising.
 - C. Direct communication.
 - D. All of the above

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5. What is advertising?
- A. Face-to-face meeting with customer.
 - B. Showing product to a lot of customers at the same time.
 - C. Mass media communication.
 - D. Both B & C
 - E. Both C & A
 - F. All of the above

Matching

- | | |
|----------------------------|---|
| 6. Advertising | A. direct, individual communication |
| 7. Personal-selling | B. any form of communication |
| 8. Promotion | C. Any paid form of mass media |
| 9. Effective communication | D. exchange of information so there's a |
| common understanding | |

VERY-short answer

10. What was the main point of this presentation?

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